Playa Lingo: the lexicon of Black Rock City

Playafied
The condition something gets when brought to Black Rock City; the coating of playa dust that simply doesn't go away.

Dude, you shouldn't have left your car window open, even a crack! Now the interior's totally playafied!

Blessed By The Playa God
See playafied.

No, dude, it's cool. It's a rental and it's just been blessed by the playa god.

Playafried
The feeling one gets immediately after Burning Man; the worn-out, post-playa depression one has upon returning to the Real World.

I wish I could call in sick on Tuesday. I am totally playafried.

Playa Hair
Sun + sweat + playa dust - shampooing = playa hair.

I love playa hair! Now I've got hold that Paul Mitchell or Vidal Sassoon would die for! Of course, it's not exactly holding the way I want it to.

Playa Name
The dork-ass name participants come up for themselves so that they'll feel special while in Black Rock City. Of course, they'd feel like total idiots if anyone actually called them by this name in Real Life.

I know Bob is trying to get in the spirit of things by having a playa name, but does he really need to demand that everyone call him Lord Lovedog?

Playa Chicken
Reputed animal that lives on the playa. It reproduces by the feathers shed from boas worn by BM participants that aren't picked up. The rain embeds them into the playa and they germinate into playa chickens.

The playa chicken problem was especially rampant after Burning Man last year, but that was before they started asking people to stop bringing cheap chicken feather boas.

Playa Pounder
Cheap bike with one speed for getting around Black Rock City.

I'd certainly never ride this playa pounder anywhere but here – it's a piece of shit, but it gets me from point A to point B.

Playa Spin-Art
Those huge puddles of puke found on the playa, usually the morning after the Burn (or, in some unfortunate cases, on your shoes)

What did you eat, man? You just made playa spin-art all over my installation!

PULD:
Poly Until Labor Day
Those folks who, under the influence of BM, profess that they are 'polyamorous' – until they leave the playa and the drugs wear off.

Should we call Lizzy and Dave when we get back to San Francisco? Or do you think they're just PULDs?

– compiled by Penfold, PF, and Adrian Roberts

Top 10 albums for the playa

by GAVIN HECK

Fila Brazillia – *Another Late Night*
Or was that another early morning?

Thievery Corporation – *DJ Kicks*

DJ Cam – *The French Connection*
"Life Of Fortune And Fame." Mmmm-hmmm.

Sisters Of Mercy – *Some Girls Wander By Mistake*
See, I've got this dark side.

Massive Attack vs Mad Professor – *No Protection*

Bob Marley/Bill Laswell – *Dreams of Freedom Ambient: Translations of Bob Marley in Dub*

Basement Jaxx – *Rooty*
Shake shake shake.

Add N to (X) – *Plug Me In*
The song is infectious, the video electric, and it properly vibrates all open slots.

Einsturzende Neubauten – *Halber Mensch*
"Sand: Young woman share your fire with me, my heart is cold, my soul is free." (See, I've got this dark side, take 2.)

Fila Brazillia – *Maim That Tune*
First: Listen to the end of "6 Foot Wasp." Second: Go spend some of your righteous indignation dollars at the Center Camp Café.

A Spectator's Guide to Better Boob Spotting

by PEET N' JON

So you've arrived at Burning Man, and you're a little disappointed by the number of boobs you've spotted, at least compared with your trip to Mardi Gras last Spring Break. By this point, you're probably fuming to yourself that all those websites featuring beautiful women gallivanting about nekkid have deceived you into driving into the middle of nowhere and spending $200 on a ticket. What's worse, your well-meaning calls of "Show us you tits!" are being met with outright anger rather than a precocious giggle accompanied by a flash of flesh.

The trick to seeing boobs at Burning Man is: You have to work for it. Cheap plastic beads just don't cut it here. Take a look around you: Glitter Camp, Camp Plaster Caster, Eco-Shower Camp, Camp Sunscreen. All of these people have come up with creative ways to get people nekkid, and even handle their goods! Why should you get to do it for free?

With that said, where do you go from here? If you want a piece of the action, you're going to have to McGyver a solution from the materials at hand. Sure, it might be half-assed, but it sure beats getting your face slapped, right?

While we will attempt to provide you with a few ideas, feel free to be creative! Get out there and barter for items you might need! Don't be shy – this is Burning Man!

Idea #1 **– Mobile Strip Poker Camp**

Simplicity is this idea's greatest asset. All you need is a deck of cards. Don't try to lure participants back to your camp – this could be perceived as creepy – but instead seek out people in more public venues: the Center Camp Café, Bianca's Smut Shack, etc. Simply walk up to a group of women, and ask them if they want to play strip poker (or Crazy 8s, Go Fish, whatever).

Idea #2 **– Roving Nipple Artist**

You could put a lot of effort into this one, but why bother? Convince women that you are an artist, and with any luck, they will allow you to draw little decorative designs around their nipples. To make this idea more polished, hunt around and barter for some body paint, but in a pinch, just use a ballpoint pen.

Become a Roving Nipple Artist and you might be able to paint on gorgeous boobs such as these!

Lois Layne

Idea #3 **– Instant Duct Tape Bikinis While-U-Wait**

If you have lots of duct tape (and if you don't, why don't you, you lunkhead?), there's no reason you can't make clothing out of it. Chances are, even hardcore Burners will think a duct tape bikini is pretty cool. Applying baby powder before beginning construction is nice, but not necessary. In the unlikely event that you are asked to create matching bottoms, ensure that the individual you are taping is clean-shaven. Hey! There's an idea for another service!

Idea #4 **– X-Ray Glasses Camp**

First, you convince a few passing chiquitas to "Stop being spectators!" Then, you kindly ask them to take their clothes off and go into your tent.

Okay, this may sound a little avant garde for some people, but this isn't your Granny's bake sale – it's Burning Man, fer chrissakes! When your tent is filled with naked ladies, you accost some other passer-by. You give him or her these crazy glasses and tell 'em they're x-ray glasses and that they should put them on and then go into your tent, where there's a bunch of fully clothed people hanging out. He or she will go inside and be shocked and amazed that everyone does look naked! Then – and this is the most important part – you go into the tent and check out all the Chesty McBoobs!

Idea #5 **– Boobs Across America!**

You remember Hands Across America, don't you? Well, tell people that you're organizing 'Boobs Across America,' the goal of which is to have women of all colors and creeds put their boobs side by side, forming a giant mammarian chain that stretches across this great land we call America. Then you tell them it's going to start right then and there! When they take off their shirts and put their boobs together – well, who's the king prawn now? That's right, you are.

Idea #6 **– The Ruby Bra**

Especially appealing to Cinderella fans, this activity will guarantee a Hefneresque level of boobilage. You'll need a red bra, and you'll need to dress up as a fairy tale prince. (Don't worry if you look gay or foppish – women find this comforting and non-threatening.) Then, walk around Black Rock City repeating the phrase: "I am looking for the woman who will fit into this Ruby Bra, the one for whom it is destined will be guaranteed untold riches." If you play it up, women will be more than willing to see if they're the lucky winner. Hint: Make sure the Ruby Bra has one cup that's way, way bigger than the other one, so that it doesn't fit anyone.

If all else fails, well, you can always just watch the Critical Tits bike ride. Good luck!

Burning Man: the ultimate 'reality TV' show

by CHRISTOPHER STRIDER COOK

You must be as tired of it all as I am. "Reality TV": *Survivor, Big Brother, Temptation Island,* and the host of other knock-offs. But what's with the Burning Man connection? Brittany, that whiny freak with the pink hair from the first season of *Big Brother,* and that mega-bitch Jerri from *Survivor: the Australian Outback* both count Burning Man in their acting bios. Hell, Jerri's even on the cover of this month's *Playboy* wearing a Burning Man pendant around her neck. Hello? Was that an authorized use of the Burning Man trademark? Did Burning Man, LLC get a cut of cash from that?

But really, it doesn't shock me so much to hear about the tie-ins. Let's face it, Burning Man itself could have been the original "reality TV" show. Sure, it would have only been on CNN and the only thing the winners would have gotten is to stand in line for a Reno buffet on the way home. But ever since the MTV "desert rave" rumors started up, there has been an ever-palpable feel of television ratings in the air. Last year's fireworks extravaganza of a Burn was as much about sweeps week ratings as it was about the ever-evolving pyrotechnics. The producers of *Survivor* should come out here to get a better understanding of what an immunity challenge should *really* be about – and if watching *all* of Pepe's lame-ass opera doesn't qualify you to wear that damn necklace, then I don't know what should.

Jerri! Jerri! Hey, nice necklace!

courtesy *Playboy* magazine

Burning Man as a reality TV show – just think of the possibilities! Why, just yesterday I had to vote a member of my camp out (and to the first aid tent for a nice soothing I.V.) because he failed the Piss Clear challenge. Not only that, but the television audience (why yes, that *is* a satellite uplink in the RV – why else do you think that Media Mecca requires video camera registration?) thinks that my girlfriend might be tempted by the tan Cuban boy in the silver hotpants and black wings, who's camping right next door to us. Luckily for me, I've seen him hanging out with the *Piss Clear* senior staff, so I'm not too worried. *[Editor's note: His name is Jorge and he's actually Puerto Rican.]*

Black Rock City's own unique challenges are even more threatening this year. How's this for a change: during the day, it's actually *hot!* And at nighttime, it's *freezing ass cold!* Oh yeah, and there are *violent dust-storms!* And wait here's another kicker, if you don't drink enough water you could *die!*

But of the more exciting and interactive tests of skill this year is the newly-remodeled and rebuilt Thunderdome, where the last surviving participant gets to go free, while the rest are fed to the Aesthetic Meat Foundation, whereever they are. And just like the television drek, not all of Burning Man challenges are physical. Some of this year's intellectual pursuits will be Jiffy Lube Lounge's gender identity mix and match and the EL-wire circuit design competition.

So anyway, back to the real reality. Back to Jerri and Brittany. Are they here? Have you seen them? Because hey, we've got a few copies of *Playboy* that we'd like to have autographed.

A small man and a tall Man

by KIRK SOUDER

On my way back home from Burning Man last year, I stopped at a roadside convenience store just outside of Reno. I noticed a local eyeing me as I perused the aisles of junk food I had been kept safely away from for the last week and a half.

"On your way back from the Burn?" he asked.

I smiled, realizing the trail of playa dust I had left on the vinyl floor and the remnant sparks in my eyes had given me away.

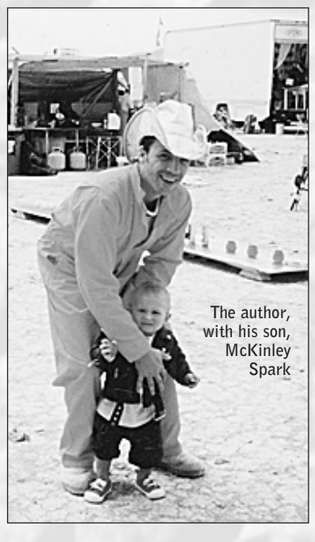
"Yeah," I said with a huge shit-eating grin, assuming he had just witnessed the same miraculous, amazing, and profound few days that I had.

"Wow, I miss it. My son was born a few years ago. I'm waiting until he's old enough to go back. Maybe when he's ten or eleven. We'll see."

I elected at that moment not to tell him that over there in the RV fueling up was my one-year-old, sitting next to his mother with the same sparks in his eyes that I had.

My wife and I have only missed one Burn in the last few years. Our son was born in LA during Burning Man '99. Despite my suggestion he be born at Burning Man and have his birth projected live on a giant scrim for all the participants to celebrate, my wife very pragmatically opted for the safety of a doctor and an epidural.

Nonetheless, we found ourselves back at Black Rock in 2000, celebrating his first birthday. This year, we will be celebrating his second birthday there, as we will all his birthdays until he reaches that age when he becomes embarrassed of us, goes there to a separate camp with his friends, and pretends not to know us when he sees us dirty dancing at Bianca's.



The author, with his son, McKinley Spark

Experiments with rats invariably show that stimulus at a young age dramatically increases cerebral synapse formation, intelligence, and the ability to solve problems. Based on my observation of my son on the playa in 2000, his brain did well there.

He lit up. Space to run, yell, touch, taste, and love. Art that didn't hang on a wall out of reach of his hungry mind and hands, but that he could walk through, bang on, and clothe himself with. Falling in love with a little red-headed girl in the psychedelic wind tunnel, getting to actually ride a fire-breathing dragon, and dancing every day and every night with Mom and Dad.

It took a bout with cancer for me to learn later in life that the boundaries we put on ourselves that confine our thinking are delusions. My hope is that our trips to Burning Man every year will stop those delusions from ever forming in the mind of my son. And even more than that, that he'll be surrounded by individuals whom he regards as his family and tribe. We are by nature, tribal animals, and six million years of genetic training has made such social configurations more important than just a choice we make. The advent in the last hundred years of the isolationist nuclear family so far has not shown itself to be the greatest contributor to healthy and balanced communities, societies, or individuals.

No, I want my son to be surrounded by those described by Kerouac, "the ones who are mad to live, mad to talk, mad to be saved, desirous of everything at the same time, the ones who never yawn or say a commonplace thing, but burn, burn, burn like fabulous yellow Roman candles exploding like spiders across the stars."

Because that way, he may just see his life as limitless as a playa in the high Nevada desert, as opposed to as claustrophobic as a mall in Sherman Oaks.

And every year, as a tall Man burns down, a smaller one will be burning up. His name is McKinley Spark Souder, and he'll see you soon.

WHAT'S OUT	WHAT'S IN
$200 BM tickets	tipping the baristas anyway
9/16" wrenches	screwdrivers at the Cube Club
acid jazz	live jazz
antagonizing a cop	seducing a cop
arriving on Friday	leaving on Friday
barter	gifts
bicycle theft	valet bicycle parking
bringing your pets	bringing your parents
candy flipping	candy stripping (E, acid, & Viagra)
checking your watch	checking your sundial
coming down	coming out
drug-sniffing doggies	dog-sniffing druggies
facial glitter	rectal glitter
getting married at BM	getting divorced at BM
hanging with your friends	meeting your neighbors
henna tattoos	henna piercings
Larry Harvey	Hairy Larvae
PDAs	slaves
ski goggles	monocles
"So, what do you do?"	"So, what can I do to you?"
walkie-talkies	walkie-talkie jamming
yoga at dawn	martinis at midnight

– list compiled by flux

BMorg's top-secret product placement plan

To the surprise and amusement of the entire *Piss Clear* staff, our satellite intercepted the following e-mail sent from the top ranks of the Burning Man organization...

To: All Corporate Sponsors
From: BM Office of Special Affairs

Gentlemen:

We are pleased to announce that Black Rock Enterprises, a wholly-owned subsidiary of Burning Man, LLC, will again offer our Deluxe Product Placement Package (DPPP) for the third successful year in a row.

This premium package offers 20 strategically-planted 'influentials' roaming the playa for the full seven days of the Burning Man festival, specially trained to steer conversations stealthfully toward the topic of your fine product or service, and, where applicable, to display your product prominently.

Tangible proof that this tactic really works came last year, when Coca-Cola tracked the soft drink buying habits of 200 individuals before and after attending Burning Man, and found that a full 83 percent had switched from Pepsi to Coke.

This year we proudly unveil a brand-new feature of the package – the Subliminal Suggestion Add-On. If you elect to purchase this add-on, your 'playa street team' will also specifically target persons who are heavily self-medicated and thus highly suggestible. Initial testing has shown that this technique is 3 to 4 times as likely to result in a sale as our standard 'two-way' conversation method.

It should go without saying that the population of the annual Burning Man festival consists of strong, adventurous, driven souls, who tend to be high-profile in their respective cliques — exactly the demographic that is guaranteed to increase your customer base at least tenfold.

Yet ironically, it is this same segment which has been the most resistant to traditional marketing efforts. Just as 'Gen X,' was a decade ago, 'Baby Burners' are now that elusive final frontier of the consuming public. GET THEM WHILE YOU CAN!

Most importantly, for obvious reasons, please keep this offer ABSOLUTELY TOP SECRET. We have several overseas accounts to receive and launder any funds you wish to 'donate' in exchange for the terms of the DPPP.

Returning sponsors, we thank you in advance; and newcomers, we hope you will take advantage of this fantastic program.

Best regards,
Larry Harvey
Office of Special Affairs

<attachment: pricelist_2001.xls>

Coming soon! Italy's very own version of the Burning Man, re-envisioned as a power line structure. For real! We couldn't make this stuff up!

www.fosterandpartners.com/news/24-01-00.html

Burning Man to hold up power lines!

by ADRIAN ROBERTS

Have you ever wondered how the Burning Man organization can afford all that elaborate, commissioned artwork out on the playa? You know, all that stupid Seven Ages of Whatever crap? Somebody has to pay for that stuff, and our ticket costs barely cover the BLM fees and porta-potty rentals. So where do they get the money to do it?

Why, by licensing out the Burning Man logo and design to architecture firms, of course! Check out this power lines tower, which was designed by Foster and Partners, an international architecture and design practice based in London. Obviously, somebody in this company has been to Burning Man. This design won first prize in a competition held by ENEL, the Italian National Electricity Company, which is the world's third largest electrical utility. The goal was to design an environmentally-sensitive high-voltage power pylon. This particular design, which... hmmm... looks eerily familiar, will be put into production and installed throughout Italy this year.

ENEL organized the design competition in response to criticism that its existing high-voltage pylons were "insensitive to suburban and rural environments." According to the Foster and Partners web site, "This pylon design is meant to be less crude and conventional than the traditional 'Christmas tree' configurations. The minimal structure is more 'agricultural,' organic and sympathetic to the landscape."

Blah blah blah. Whatever, it's a total rip-off of the Burning Man. If someone in the BMorg was smart, they would have already sued these people and gotten a big fat chunk of cash. Then maybe we could have had nice, clean porta-potties all week.

Or who knows? Maybe the BMorg already got paid a hefty licensing fee for this design, and that's why Larry Harvey and Maid Marian paid cash for the two dozen mobile homes the Burning Man staff are using this year. Oh, you mean you haven't heard?

Pre-playa beauty tips

Every year, just before Burning Man, I get a little high-maintenance with my beauty regimen, all in an effort to be as low-maintenance as possible once I'm out here on the hot playa.

Upholding a glamorous image in spite of an unforgiving climate should look and feel as effortless as possible. Before you head out for the desert next year, try these tips. They'll give you a head start, so you can look good – even in the midst of a dust storm – with minimal effort.

- Get your legs (and/or any other body parts) waxed. Shaving on the playa is high-maintenance and annoying, but then again, so is stubble.
- Get your eyebrows waxed and dyed. You'll never need to use an eyebrow pencil!
- Get your eyelashes tinted as well. No need for mascara!
- Stain your lips with red food coloring. No need for lipstick!
- Use Neutrogena Healthy Defense SPF 30 makeup – it's foundation and sunblock in one!

Burning Man Questionnaire

Thank you for participating in Burning Man 2001, a Larry Harvey® event. Please take a moment to answer some questions for us, so that we can make next year's community even better. Our goal is to provide maximum comfort, security, and value for your experiment in radical self-expression.

Your age: ☐ 18-23 ☐ 24-29 ☐ 30-36 ☐ 37+

Gender: ☐ Male ☐ Female ☐ Other

Status: ☐ Single ☐ Married ☐ Widowed ☐ Divorced/ Separated

Household Income:
☐ Less than $10,000 ☐ $10,000 - $25,000
☐ $25,000 - $35,000 ☐ $35,000 - $50,000
☐ $50,000 - $75,000 ☐ $75,000 - $150,000
☐ Over $150,000

How did you find out about Burning Man 2001:
☐ Advertising:
☐ Playboy ☐ Time ☐ Newsweek
☐ Elle ☐ Maxim ☐ Allure ☐ Details
☐ Television:
☐ MTV ☐ E! ☐ CNN ☐ Network TV
☐ Word-of-Mouth ☐ Attended Previously
☐ Other _____

Do you feel the ticket price was:
☐ Much Lower Than Expected
☐ Somewhat Lower Than Expected
☐ About Right
☐ Somewhat Higher Than Expected
☐ Much Higher Than Expected

Do you own a:
☐ VCR ☐ DVD Player ☐ CD Player
☐ Computer (Windows) ☐ Computer (Mac)
☐ Satellite Dish ☐ Wireless Phone

Please enter your e-mail address if you would like to be occasionally updated on activities and plans for Burning Man 2002:

_____

Occasionally, we have dealings with merchants whose products may be of interest to you.

☐ Please check here if you do NOT wish to receive special offers on such material.

Burning Man 2001 is sponsored in part by the California Hemp Growers Association. In fact, the substructure of this year's 'Man' is bound together by 3,500 meters of hemp rope.

Are you a registered voter? ☐ Yes ☐ No

If yes, adding your signature below will show your support for the legalization of agricultural hemp. A petition is being delivered to the State Senate, and your signature here will be added to the petition.

_____

A prospectus is being drawn up for 'Burning Land', a permanent theme park based on the Burning Man Experience™. Would you support Burning Land:

As a consumer (attendee)? ☐ Yes ☐ No
As a paid theme camp? ☐ Yes ☐ No
As a sanitation/food vendor? ☐ Yes ☐ No
As an investor? ☐ Yes ☐ No

Thank you for your time. Please return this survey to the Center Camp Café for your special gift.

_____

Office Use Only
☐ Appointment Book ☐ Space Pen
☐ Mini-Boom Box ☐ Multi-Use Pocket Tool

Top Ten Corporate Uses for BM Creativity

by BOBBY G

Did you know that some corporations – especially dot.coms with money to burn – actually *buy* tickets for their employees so they can attend Burning Man? Why? Because it supposedly helps foster creativity. Hmm, I thought... Hence, this list:

Top Ten Corporate Uses for Burning Man Creativity:

10. Cool desert structures at the company picnic!
9. Art cars in the company van pools!
8. Pirate radio in the maintenance department!
7. Leave No Trace: All your work gets burnt on Friday afternoon before leaving for the weekend!
6. Use bikes to get from one department to another!
5. Security by Black Rock Rangers!
4. Everyone gets their playa name on their desk or door, instead of some boring, legally-given name!
3. Gift economy day! Corporation gives away its products that day; no vending!
2. Instead of Quarterly Earnings Targets, Quarterly Themes! For example, Q4 Theme: "The Seven Ages of Profit."

And, the number one use of that burnin' creativity:

1. Nekkid People's Body Paint Casual Days!!!

Topless Women have it made at BM

With apologies to anyone of non-hetero sexual orientations, but Burning Man is still about guys chasing girls. That "alternative society" crap you keep hearing about is really only about alternative pick-up lines. Don't believe me? Think we're above all that? Then walk around with a topless woman for about an hour and get back to me.

Topless Woman walks around the playa for five minutes and comes back with a hot fajita and a cold margarita. I walk around the playa and come back with a sunburn and dusty feet. Topless Woman and I go for a walk around the playa. Topless Woman gets photographed 12 times, I get asked to move further to the left 12 times while they photograph Topless Woman. You know, I think I got offered one free beer (and it was Bud Light) and a couple hits off some skankweed the whole time I was there. Topless Woman left with a cooler full of food and alcohol that she never had to touch.

Leave your gender at the gate.

– Dennis Hinkamp

I remember when...

... a Russian satellite booster re-entered the atmosphere, slowly tracing long, fiery arcs across the night sky. (1999)

... EL-wire hadn't been invented yet.

... Helco burned.

... I first called the playa "home."

... I got laid. *[long sigh]* I'm sorry, what was the question?

... "Larry" Harvey was still Louise Harvey.

... the "alkali salt flat" was actually flat.

... the Man exploded. (1998)

... the Man seemed much bigger.

... the opera didn't suck. (Okay, okay, when the opera sucked less.)

... the playafish first appeared.

... there was no "gate."

... there were no rules.

... there weren't any bugs.

... you could bring guns.

– list compiled by flux

Random BM quotes

"Camping? I didn't know this was going to be like camping. I *hate* camping."
– a high school friend, upon her arrival in '97

"And you do this *why*?"
– a co-worker, after an attempt to describe Burning Man

"It's like Mad Max Mardi Gras." *– Deadpan Zabriski*